

WHAT IS CLAIMED IS:

1. A detergent composition comprising:
 - (A) from about 0.01% to about 20%, by weight of the composition of capsules comprising:
 - (a) a hydrophobic continuous phase comprising:
 - (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a block co-polymer which is selected from the group consisting of a triblock co-polymer, radial co-polymer, and multiblock co-polymer, the co-polymer comprising at least one triblock with a structure: rigid block---flexible block---rigid block; and
 - (a2) a hydrocarbon oil which forms an isotropic mixture with the block co-polymer; and
 - (B) a surfactant.
 2. The composition of claim 1 wherein the continuous phase further comprises from about 10% to about 60%, by weight of the continuous phase, of an oil-soluble benefit agent.
 3. The detergent composition according to claim 1 wherein the continuous phase is transparent or translucent.
 4. The detergent composition according to claim 1 wherein the composition is contained within the transparent package.
 5. The detergent composition according to claim 1 wherein the composition is aqueous.
 6. The detergent composition according to claim 1 wherein the capsule further comprises a colorant.

7. The composition according to claim 2 wherein the capsule further comprises from about 0.01% to about 45%, by volume of the capsule, of a discontinuous phase immiscible with the continuous phase.
8. The detergent composition according to claim 7 wherein the discontinuous phase is an aqueous solution comprising from about 1% to about 10%, by weight of the capsules, of a bleach.
9. A detergent composition comprising:
 - (A) from about 0.01% to about 20%, by weight of the composition of capsules comprising:
 - (a) a hydrophobic continuous phase comprising:
 - (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a diblock co-polymer comprising at least one rigid block and at least one flexible block;
 - (a2) a hydrocarbon oil which forms an isotropic mixture with the block co-polymer;
 - (a3) from about 0.1% to about 60%, by weight of the continuous phase, of a hydrophobic solid; and
 - (B) a surfactant.
10. The detergent composition according to claim 9, wherein the continuous phase further comprises from about 10% to about 60%, by weight of the continuous phase of an oil-soluble benefit agent.
11. A personal care composition comprising:
 - (A) from about 0.01% to about 20%, by weight of the composition, of a capsule comprising:
 - (a) a hydrophobic continuous phase comprising:
 - (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a block co-polymer which is selected from the group consisting of a triblock co-polymer, radial co-polymer, and multiblock

co-polymer, the co-polymer comprising at least one triblock with a structure: rigid block---flexible block---rigid block; and

(a2) a hydrocarbon oil which forms an isotropic mixture with the block co-polymer; and

5 (B) a cosmetically acceptable vehicle.

12. The personal care composition according to claim 11, wherein the continuous phase further comprises from about 10% to about 60%, by weight of the continuous phase of an oil-soluble benefit agent.

10

13. The personal care composition according to claim 11 wherein the continuous phase is transparent.

14. The personal care composition of claim 11 wherein the composition is aqueous.

15

15. The personal care composition according to claim 11 wherein the composition is contained within the transparent package.

20